

## Web 2.0 and the World Wide Web.

Tim Berners-Lee created the World Wide Web concept in 1989. It is a system allowing documents to be accessed via the Internet using a web browser that allows access to all these pages using hyperlinks. It allows any piece of information, image and video to be accessed anywhere in the world at any time, granted there is a browser.

Web 2.0 when first thought of in 1999, was the idea of using the web as a platform. It didn't really take off until 2002 when there became more web portable devices such as phones. It is the beginning of customers being able to interact with information using a wide combination of technology such as XML and JavaScript applications, which allow the users to interact with the web page, rather than just visiting the page. It is many applications on the web allowing the user full access and interactivity with the information and each other in a social media of user generated content. Such examples of this would be social networking sites, blogs and web applications.

Web 2.0 in 2003, was talked about in a conference held by O'Reilly Media and MediaLive. They defined the web as a platform where an application is built on the web rather than the desktop, as many of the people on the Internet generate their own content and activity on areas such as blogs and social networking sites, which then could be harnessed to create value. It does more than just retrieve information, but provides users with more software and storage called "network as a platform" computing. There is no one definition of web 2.0, and no change to the technology, but it allows users to interact with each other to create their own web content using media such as applications like blogs and social network sites than just reading the content given to them.

In the 1990's the internet was very linear, and would only do direct things such as send an email, or research and the user would have no input to the site at all, but now web2.0 goes about these activities differently through changes in communication and learning resources so now we can 'Google it' or send it out there in a forum to allow others to answer our questions and post new information they would not receive otherwise, giving more of a social interaction and shared content. For example, Yahoo answers gives the ability for the user to put out a question, which is then answered by many different types of people. This social interaction wasn't there before the introduction of web 2.0.

There is no definitive distinction between the two as there is no exact time line where one ends and the next one begins, however it shows that web 2.0 is simply how we now use the web in comparison to the previous methods, as now we can interact with each other and contribute content and information through the web now, which was possible before but rarely done. Web 1.0 still exists on the internet as there are some websites which are there purely for retrieving information but the majority of websites now provide some form of commentary to the website such as a comment blogs or the ability to discuss it on Facebook and twitter links. Web 1.0 sites are defined as being static, as the user would have no reason to return to the page after receiving its information as it's content doesn't change, however with web 2.0 applications, the content is ever changing so the user has reason to return multiple times as that interaction is there.

The difference between web 1.0 and web 2.0 is that it's a more interactive version on 1.0, as it not only generates the information to read but gives you options to comment on the information using comment bars or being able to add your comments to Facebook or twitter chats about that specific piece of data. This allows much more advanced communication today than in the past where an email would be the way many would communicate online, but with the introduction of social network sites such as twitter and Facebook brought web.20, as web 2.0 isn't a specific piece of software or a programme itself but a collection of applications allowing web 1.0 to be used in a much more interactive way for all purposes of the user giving the user more control over the internet than the internet purely being a source of resources.

Much of this information was sourced from these two websites, which are informative on the distinction that they give to web 1.0 and web 2.0:

[http://en.wikipedia.org/wiki/Web\\_2.0](http://en.wikipedia.org/wiki/Web_2.0)

<http://msjosay.hubpages.com/hub/The-Difference-between-Web-20-and-Web-10>

# Web 2.0

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